ORDER

Orders Order / Rev: 1203037 Alt Order #: 07427921 Product Desc: **GRIFFITH 4 GOVERNOR** WSFA Estimate: 326 Flight Dates: 10/07/14 - 10/13/14 Primary AE: Ashley Demby Original Date / Rev: 10/14/14 / 10/14/14 Sales Office: H-DC Order Type: Political Sales Region: National Agency Name: **Hulsen Media Services Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 2400 Laramie Trail Billing Cycle: EOM/EOC Austin, TX 78745 Agency Commission: 15% Advertiser Name: POL/Griffith, Parker/D/Governor/Alaba Demographic: A35+ New Business Thru: Product Codes: PL500 Order Separation: 00:15:00 Priority: P 3 Advertiser External ID:

Rill Plan

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/13/14	36	\$18,515.00	\$15,737,75

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	36	\$18,515.00	\$15,737.75	0.00
Totals	36	\$18,515.00	\$15,737,75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ashley Demby			Start Of Order - End Of Order	100%

Agency, Political, Pol-Candidate

Order Share	Share	Total
WSFA	57%	\$18,515.00
Market	100%	\$32,482,46

Revenue Codes:

Competitive Share	Share	Total
ABMY	0%	\$0.00
ESFA	0%	\$0.00
KBPN	0%	\$0.00
WAIQ	0%	\$0.00
WAKA	30%	\$9,744.74
WAXC	0%	\$0.00
WCOV	3%	\$974.47
WDIQ	0%	\$0.00
WGIQ	0%	\$0.00
WIIQ	0%	\$0.00
WMCF	0%	\$0.00
WNCF	10%	\$3,248.25
WRJM	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
2000	1	WSFA	10/07/14	10/10/14	Today In Alabama	Comm	6a-7a	-TWTF	:30	4	\$750.00P 2	0.00 NM	4	\$3,000.00
					Today In Alabama	3								
		<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	W	eek: 10/0	6/14	10/12/14	-TWTF	4	\$750.00	0.00						
	2	WSFA	10/13/14	10/13/14		Comm	6a-7a	1	:30	1	\$750.00P 2	0.00 NM	1	\$750.00

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Order / Rev:

1203037

Advertiser:

POL/Griffith, Parker/D/Governor/Alabam

Alt Order #:

07427921

GRIFFITH 4 GOVERNOR Product Desc:

326

WSFA

Flight Dates:	10/07/14 - 10/13/14	Estimate:	3

Ln Ch Start End	<u> </u>	Start/End Tin	ne Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
	Today In Alabama Today In Alabama	<6:00 AM-7:00	AM>			_		
<u>Start Date</u> <u>End Date</u> Week: 10/13/14 10/19/14	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					
3 WSFA 10/07/14 10/10/14	NET NBC Today Show Comm NBC Today Show	7-9am	-TWTF	:30 4	\$400.00P 2	0.00 NM	4	\$1,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/06/14 10/12/14	Weekdays Spots/Week -TWTF 4	<u>Rate</u> \$400.00	Rating 0.00					
4 WSFA 10/13/14 10/13/14	·		1	:30 1	\$400.00P 2	0.00 NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 10/13/14 10/19/14	Weekdays Spots/Week	<u>Rate</u> \$400.00	Rating 0.00					
5 WSFA 10/07/14 10/10/14		330-4p	-TWTF	:30 4	\$75.00P 3	0.00 NM	4	\$300.00
<u>Start Date</u> <u>End Date</u> Week: 10/06/14 10/12/14	Weekdays Spots/Week -TWTF 4	<u>Rate</u> \$75.00	Rating 0.00					
6 WSFA 10/13/14 10/13/14	SYN M-F 330-4p Comm	330-4p	1	:30 1	\$75.00P 3	0.00 NM	1	\$75.00
Start Date End Date	Judge Judy 1st Run Weekdays Spots/Week 1 1		Rating					
Week: 10/13/14 10/19/14 7 WSFA 10/07/14 10/10/14	WSFA 12 News at Six - Øomm	\$75.00 6-630pm	0.00 -TWT	:30 3	\$1,100.00P 2	0.00 NM	3	\$3,300.00
Start Date End Date	WSFA 12 News at Six - MF Weekdays Spots/Week		Rating					
Week: 10/06/14 10/12/14 8 WSFA 10/13/14 10/13/14		\$1,100.00 6-630pm	0.00	:30 1	\$1,100.00P 2	0.00 NM	1	\$1,100.00
Start Date End Date	WSFA 12 News at Six - MF Weekdays Spots/Week	Rate	Rating					
Week: 10/13/14 10/19/14 9 WSFA 10/07/14 10/10/14	1 1	\$1,100.00 630-7p	0.00 -TW	:30 2	\$300.00P 3	0.00 NM	2	\$600.00
	Entertainment Tonight	·		.50 2	\$300.00F 3	0.00 14101	2	\$000.00
<u>Start Date</u> <u>End Date</u> Week: 10/06/14 10/12/14	Weekdays Spots/Week -TW 2	<u>Rate</u> \$300.00	Rating 0.00					
10 WSFA 10/13/14 10/13/14	SYN M-F 630-7p Comm Entertainment Tonight	630-7p	1	:30 1	\$300.00P 3	0.00 NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> Week: 10/13/14 10/19/14	Weekdays Spots/Week	<u>Rate</u> \$300.00	Rating 0.00					
11 WSFA 10/07/14 10/10/14	WSFA 12 News at Ten -Comm WSFA 12 News at Ten - MF	10-1035pm	-TWT	:30 / 3	\$1,000.00P 2	0.00 NM	3	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/06/14 10/12/14		<u>Rate</u> \$1,000.00	Rating 0.00					
12 WSFA 10/13/14 10/13/14	WSFA 12 News at Ten -Comm WSFA 12 News at Ten - MF	10-1035pm	1	:30 1	\$1,000.00P 2	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/13/14 10/19/14	Weekdays Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00			AND A STATE OF THE		
13 WSFA 10/07/14 10/10/14				:30 3	\$160.00P 3	0.00 NM	3	\$480.00
Start Date End Date	Weekdays Spots/Week -TWT 3		Rating 0.00					
Week: 10/06/14 10/12/14 14 WSFA 10/13/14 10/13/14	NET The Tonight Show Comm			:30 1	\$160.00P 3	0.00 NM	1	\$160.00
Start Date End Date	Tonight Show Weekdays Spots/Week	***********	Rating					
Week: 10/13/14 10/19/14 15 WSFA 10/13/14 10/13/14	1 1 NET Monday Hour 3 Comm	\$160.00 9-10pm	0.00	:30 1	\$1,000.00P 3	0.00 NM	1	\$1,000.00
Start Date <u>End Date</u>	THE BLACKLIST Weekdays Spots/Week	Rate	Rating					
Week: 10/13/14 10/19/14 16 WSFA 10/11/14 10/11/14	1 1	\$1,000.00	0.00	:30 1	\$150.00P 2	0.00 NM	1	\$150.00
	NBC Saturday Today Show			.50 1	ψ100.001° Z	5.50 TVIVI	'	Ų100.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating				l	

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WSFA

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GRIFFITH 4 GOVERNOR Product Desc:

Estimate:

Flight Dates:

10/07/14 - 10/13/14

326

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/11/14 10/11/14 NET NBC Sat Today Shoomm 6-8am ----1-\$150.00P 2 0.00 NM \$150.00 :30 16 WSFA NBC Saturday Today Show Spots/Week Rating Weekdays Rate Start Date End Date ----1-Week: 10/06/14 10/12/14 \$150.00 0.00 1 \$250.00P 2 0.00 NM 0 \$0.00 E 17 WSFA 10/11/14 10/11/14 WSFA 12 News at Six - \$0 omm Sa 6-7pm ----1-:30 WSFA 12 News at Six-Sat Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate ----1-\$250.00 0.00 10/12/14 Week: 10/06/14 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type Spot (\$250.00) 0.00 NM 1 WSFA 10/06/14-10/12/14 WSFA 12 News at Six -SAT Sa 6-7pm -----Sa--:30 Credited [CR-No Avails] 18 WSFA 10/11/14 10/11/14 WSFA 12 News at Ten -Gomm 10-1030pm ----1-:30 \$650.00P 2 0.00 NM \$650.00 WSFA 12 News at Ten - Sat <10:00 PM-10:30 PM> <u>Weekdays</u> Spots/Week Start Date **End Date** Rate Week: 10/06/14 10/12/14 ----1-1 \$650.00 0.00 19 WSFA 10/11/14 10/11/14 NET Saturday Night LiveComm 1030PM-12AM ----1-:30 \$150.00P3 0.00 NM \$150.00 Saturday Night Live Start Date **End Date** Weekdays Spots/Week Rate Rating ----1-Week: 10/06/14 10/12/14 1 \$150.00 0.00 20 WSFA 10/12/14 10/12/14 NET NBC Sunday TodayComm 7-8am \$150,00P 2 0.00 NM \$150.00 **NBC Sunday Today Show** <7:00 AM-8:00 AM> Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/06/14 10/12/14 ----1 \$150.00 0.00 21 WSFA 10/12/14 10/12/14 LOC News Following NEomm 1030p-11P :30 \$350.00P 2 0.00 NM 1 \$350.00 Late News <10:30 PM-11:00 PM> Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/06/14 10/12/14 ----1 \$350.00 0.00 Totals 36 \$18,515.00

REP HEADLINE# 7427921 TRF# 1203037 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9383 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *** WSFA-TV ***

			: LINE#	PRACTICAL MANAGEMENT OF THE PRACTICAL AND THE PR	CON CM	STA:		REP:	CITY	FLIGHT	PRDCT	ORDER			AGY	ADV
PROGRAM CON COM CREDIT	17	ניא ניאי	#:REP ::	PAI	~ * *		M2 TT1 PLH TH/	REV	TAX			P #			#	#
PROGRAM : CON COM1: CREDIT TAK	S	AGENCY	#: CD:	PARKER G	*** THIS		M2 APPROVED MONEY MOVING TO TIL \$18,515 @ TIL \$18 CONFIRM PLEASE CONFIRM THANKS MATT FO	REVISION 10/14		DATES OC'	GRIFFITH	i minera després e préservant juite à l'époste de préservant principales de l'accepture de l'acc				daryministrations makenty conditions of the state of the
M: WSFA 1 M1: WSFA 1 TAKEN FOR	00P-700P		TIME	GRIFFITH	IS IS		OVED OVING TO 515 @ 3 CONFIRM MATT FOR	10/14	ST	OCT7/14	4 GOV				AGY.	ADV.
00	9 P	ADVERTISER C	PERIOD	H FOR	A CASH		O HDLN 7 36X 1 DR ASHLEY		STATE TAX	OCT13/14	GOVERNOR	ACADINADOS DISSOCIONADOS DA COMPONIDADOS DA COMPONIDADA COMPONIDADOS DA COMPONIDADOS DA COMPONIDADOS DA COMPON	ID	12	NAME H	NAME E
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OCTIL		А	SEC :	MINOTE	SCHEDULE				CO	***************************************	COMMENTS:	74279	8745	TRAIL	SERVICES	TH/D/
1-1	\$250.00	AGENCY	RATE	E SEP					CO-OP BI		S: (LINE,	21	A SOLICE OF THE SECTION OF THE SECTI		CES	GRIFFITH/D/GOV/AL
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	0		:TOTL:						18.18							#

REP HEADLINE# 7427921 TRF# 1203037 ORDER WOI \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9383 FAX# CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT F REPORT FROM REP
CHANGES FAX# 703-516-9680 OCT14/14 18.18 *** WSFA-TV ***

STATION MAKEGOOD OFFERS: M2 OK'D BUY#17 :LINE#:REP : :CD: TIME PERIOD MISSED: SAT/600P-700P OFFER: NONE LGTH .. SEC RATE OCTIL START DATE DATE END 308 :SPTS: \$250.00 WEEK : (OCT14/14) DAYS : TOTL:

CMT:SPOT DID NOT AIR DUE TO FOOTBALL RUNNING LONG. PLEACMT:WILL ADD MONEY TO CURRENT CONTRACT. PLEASE CONFIRM. PLEASE CREDIT AND WE IRM. THANKS, DENICE

OCT/14 MARKET TOTALS 18515.00 \$32,965 WSFA 57% WNCF 10% ESFA 0% WAKA 30% MCOV W W CABL % WBMM % CONTRACT TOTAL TOTAL SPOTS MIYC 0% 18515.00

OD. P-CLASS, PLAN, SECT SVC- NSI DEMOS- RA35+* ACCURATE CODE SHARES A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS DE-DELETE E-EFF DATES PER WEEK T-TIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

REP HEADLINE# 7427921 TRF# 1203037 \$\$\$ MOD# 2: APPROVED REV #0 \$\$\$

REP: TEL# 703-528-9383

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM STATION OCT14/14 18.20

ADV #	_ ADV. NAME	NAME	POLI/P GRIFE	POLI/P GRIFFITH/D/GOV/AL	REP.#	OFF.#	SALESMAN #	
AGY #	AGY. NAME		HULSEN MEDIA	SERVICES	BUYER NAME F	KRISTIN BLACK		
			2400 LARAMIE	TRAIL	SALES PRSN W	WA- ASHLEY DEMBY	УВМВУ	
			AUSTIN, TX 78745	78745				
ORDER #			CONTRACT # 7427921	7427921	CLASS: NATL.	LOCAL	REGIONAL	
PRDCT GRIFFITH 4 GOVERNOR	I 4 GOV	/ERNOR	1	EST#326 COMMENTS: (LINE, ORDER, INVOICE)	ICE)			
FLIGHT DATES OCT7/14 OCT13/14	T7/14	OCT1	3/14 WK-1					
CITY TAX		STATE TAX	AX	CO-OP BILLING NEEDED	edere per un relation mentionale del compositione del constructione del constructione del constructione del construction del constructione del construction del	D₽	DATE OCT14/14	18.20
CA:								

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CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: PARKER GRIFFITH FOR GOVERNOR 15 MINUTE SEP CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL TOTAL SPOTS 18515.00